

ALDI: Christmas

ALDI Australia is a supermarket giant, operating more than 570 stores across the country. ALDI Australia works to provide customers with high quality groceries and products at 'permanently low prices'. One of ALDI's most effective and consistent marketing techniques, is the use of catalogues, produced weekly for customers to collect in-store and receive by letterbox. The Christmas 2021 'You Can't Overcook Christmas' catalogue was a seasonal campaign with more than 7 million distributions each week, designed to attract customers for the holiday and bring the public out of their pandemic blues.

Objective:

The objective of this catalogue was to bring shoppers out of the gloom caused from the previous years of lockdown, and inspire them to purchase from ALDI's range of Christmas gifts, decorations, seafood, meats and desserts. >>

ALDI Special Buys™

SEASON'S EATINGS
SEE PAGES 8-9

Lobster Tails with Garlic Butter Glaze 2pk/380g
\$78.92 per kg
On sale Wednesday 27 October

\$29.99 2pk

<p>\$29.99 HAIR WAVER</p>	<p>\$149 52" DC CEILING FAN WITH LED LIGHT</p>	<p>\$6.99 200pk LENS CLEANING WIPES 200PK \$3.50 per 100 wipes</p>	<p>\$49.99 BIG WHEEL SCOOTER</p>	<p>\$99.99 AUTOMATIC POOL CLEANER</p>	<p>\$199 2 X 20V5-IN-1 GARDEN TOOL SKIN</p>
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ON SALE WEDNESDAY 27 OCTOBER **ON SALE SATURDAY 30 OCTOBER**

While stocks last - please note stocks are limited and will vary between stores. Despite our careful planning, we apologise if selected items may sell out on the first day due to unexpected high demand. In the event of unexpected high demand, ALDI Stores reserve the right to limit purchases to reasonable quantities. We do everything we can to make sure our products are available on the advertised sale date. Sometimes, due to circumstances outside of our control - including shipping delays - some products may not be available. The latest information can be found at aldi.com.au/specials.

The campaign increase customer value and **low-price perceptions by 2%**



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Shoppers who would consider ALDI for their main grocery shop grew to **54%** after the campaign



Method:

The campaign took place over 10 weeks and catalogues, and BMF coordinated a consistent, clean look for these. The catalogues contained 100s shots of a range of products from ice makers to ham and turkey, and emphasized ALDI's low prices. To amplify their catchy tag line 'You Can't Overcook Christmas' ALDI took the campaign beyond catalogue to TV, TikTok, radio, Digital, Outdoor Advertising, and POS.

Results:

This campaign increased value, and low-price perceptions for customers by 2%, which increased low price perceptions to their highest since a year and half prior, and shoppers who would consider ALDI for their main grocery shop grew to 54% in November and December 2021, according to the Supermarkets research. ●

